

**Easterners Wonder**

**If Roads Are Passable  
"Way "Out West"**

Travelers from the east have an extremely limited knowledge of northwest geography and highways, often believing it impossible to include this area in their vacation plans, according to Claudia Benson of the Oregon State Motor association, who has just returned to Oregon from San Diego where she represented the northwest in the Shell travel information building.

"Many easterners feel that we are 'way up north, and that snow blocks the roads early in the fall—and keeps them closed," Mrs. Benson said. "They are surprised when the learn that we travel at all times of the year up here and that the major highways are cleared off immediately if we do have snow."

Out of the hundreds of inquiries answered daily, Mrs. Benson said many were unbelievable, and that they indicated an utterly erroneous impression of Oregon, Washington

and British Columbia.

Thousands of Oregon booklets were handed out by the northwest representative. Many of them, especially the highway department's "Scenic Oregon" caused exposition visitors to return to their homes via the northern route, she said. As many as 150 cars were directed north in one day, records of the touring service show.

Mrs. Benson, branch manager of the Oregon State Motor association at Salem, was sent to San Diego by her organization at the request of the Shell Oil company. Acting in the interests of the two north-Pacific states and British Columbia, she was the only representative at the fair.

Prolongation of the touring season far beyond the usual termination at Labor day has been attributed largely to the touring expert's work. It also was believed partly responsible for an increase of about 25 per cent in the 1935 touring business.

**Many Permits for  
Gas Refunds Issued**

New regulations in connection with claims for gasoline tax refunds enacted by the 1935 legislature and effective July 1 have brought in 5,430 applications for permits to obtain refunds, reports Earl Snell, secretary of state.

Under the provisions of the new law, all persons claiming refund for taxes paid on motor vehicle fuels not used on the highways of the state are required to take out a permit, registering equipment used and the purpose for which the motor fuel is purchased. A charge of 50 cents is made for the permit, which is good for one year.

While a rush of applications was received shortly after the new law became effective the first of July, a steady business in issuance of permits has been maintained and it is anticipated that from nine to ten thousand claimants will be on record with the department during the year.

Buy Oregon for quality.

**OREGON SEEN AS BIG  
HOME-BUILDING AREA**

Portland, Oregon, November 19—When the people of Oregon and Washington begin to realize the benefits, direct and indirect, offered by the federal housing administration to this Northwest area, it is expected that home building here will outstrip that of any other section in the United States, believes John R. Towles, regional representative of the FHA, here for one month to assist Jamieson Parker, director. Towles believes the rising trend of rentals will be a factor in making Oregonians home ownership conscious before next spring.

"Regarded in the light of cold fact, the new long-term amortized mortgage provided in FHA insured transactions is a very attractive transaction," Towles said. "All costs of home ownership are met by the single monthly payment."

"Thus, if a man's FHA mortgage payment is \$40 a month, he can file his receipt each month and forget interest, fire insurance and tax bills, because they are all included in the \$40. At the end of the amortizing period, 17 years, not such a long time, the man has a home, whereas if he leaves himself and his family at the mercy of rent fluctuation, he will have a choice collection of rent receipts."

"Many lending institutions are willing and anxious to invest in FHA approved mortgages on Oregon property. These firms will soon make their announcement of their offers in such a manner that no one will be dubious about an opportunity of getting mortgage loans."

"Many sections of the United States have adopted the FHA mortgage plan in such a whole-hearted manner that lumber mills have been booking orders at a great rate for the new houses."

"As the mutual mortgage insurance plan gains in popularity, the fir and pine mills of the Northwest will benefit in direct proportion. America is essentially a wood house nation. Many other materials enter in home construction, but our adequate supply of fine timber and the excellent accounting wood has given in residential use insures an all-time demand."

Towles has been very successful in promoting the FHA work in Arizona, and is now assigned as a regional representative of the Western district. He believes Oregon offers an unparalleled field for home building promotion.

**A BEAUTY HINT FOR BUSY  
HANDS**

Cold weather is rough on hands—especially hands which are kept busy washing dishes and scrubbing floors day by day. The constant dipping in water is partly to blame, but more often it's the "what's" used with the water which ruffles up soft, sensitive hands and makes them irritable.

Here's a little preventative measure—and really a beauty measure, too—one which you will find "handy" to pair up with your favorite hand-lotion cure for use on winter hands.

If you use a cleansing agent which promises to be safe and scratchless for cleaning your sink, your floors, and even your Sunday-

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**JUST A SUGGESTION**



best chinaware, then you may know that this cleanser will be kind to your hands too. It's really a case of "like me, like my dog." Use the scratchless cleanser made with seismotite; it is excellent for all cleaning purposes and your busy

hands will be lovely bridge-playing hands, too! When shopping, please mention this paper.

**Mix This At Home With  
LEMON JUICE  
To Stop Agony of  
RHEUMATIC PAIN**

If pains from Rheumatism or Neuritis are driving you crazy you can get relief with a simple remedy that you mix yourself, at home, with Lemon Juice. Simply go to your druggist and ask for a package of the REV PRESCRIPTION and mix it as directed, adding the juice of four lemons. You will then have a FULL QUART of the finest medicine money can buy for your pain. It costs only a few cents a day, and will often bring relief from pain in 48 hours. Hundreds of sufferers right in your own locality acclaim the glorious and amazing way it stops the pain. The REV PRESCRIPTION is pleasant and harmless to take, and you mix it right in your own home. No fuss, no bother, no cooking. Just add boiling water. Money back guarantee. Your druggist carries REV in stock or can get it for you from his jobber on short notice. Before you suffer a day longer or take a chance with "dope" or drugs, why not give this lemon juice treatment a chance? See your druggist today!

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- Where the Plans Created Today
- Become the Concrete Things of Tomorrow You'll Find the Ever Active Co-operation of This Banking House to be a Helpful Sustaining Force in Your Most Desired of Achievements . . .



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New shipment of hats in wool felts, brims, turbans and off-the-face models. All head sizes

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Soft wooly Sport Coats. Solid colors, also checks, belted and swagger styles. Line and interlined. 14 to 20.

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**\$1.95**

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